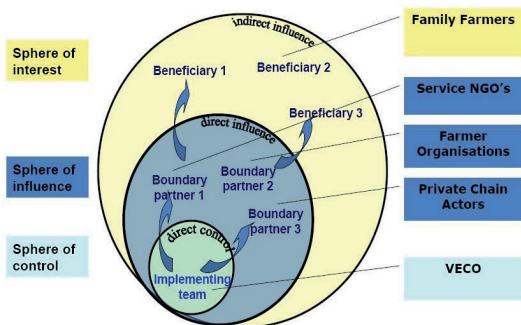# Use of OM for value chain development
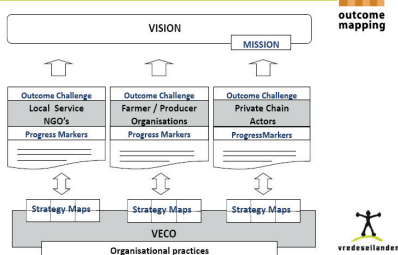
Planning, Learning & Accountability System
Vredeseilanden / VECO

Intentional Design

Sphere of interest

Sphere of influence

Sphere of control

Indirect influence
direct influence
direct control

Beneficiary 1
Beneficiary 2
Beneficiary 3
Boundary partner 1
Boundary partner 2
Boundary partner 3
Implementing team

Family Farmers

Service NGO's

Farmer Organisations

Private Chain Actors

VECO

The start: Intentional Design VECO programme
(á la Outcome Mapping)

outcome mapping

VISION — MISSION

| Outcome Challenge Local Service NGO's | Outcome Challenge Farmer / Producer Organisations | Outcome Challenge Private Chain Actors |
| Progress Markers | Progress Markers | ProgressMarkers |

| Strategy Maps | Strategy Maps | Strategy Maps |

VECO
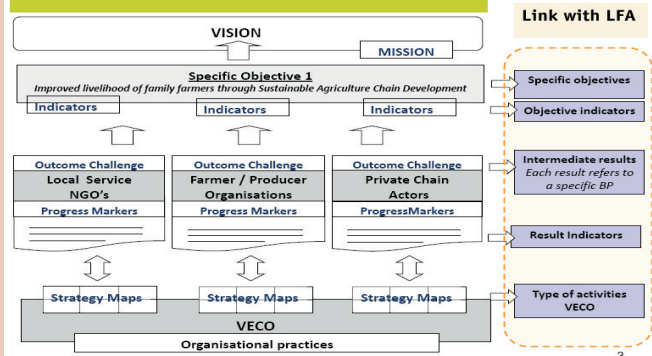Organisational practices

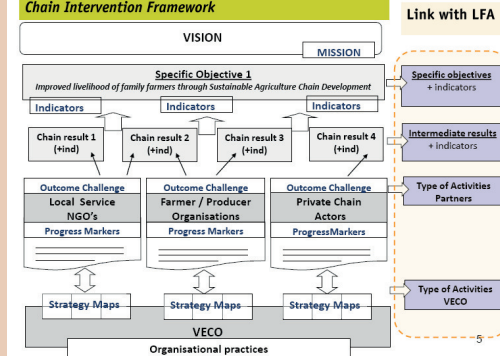vredeseilanden

Adaptations to OM

- Use **expect, like and love to see** to develop PMs, but not for the ongoing monitoring
- From standard PMs to tailor made PMs or each BP (per value chain)
- 4 standard **progress markers** for all commercial farmer organisations to keep track of the capacity development as business organisations
- 9 categories of **strategy maps** for supporting value chain programmes
- Use of an OC and PM to describe the **organisational practices**

Two approaches to combine OM & the logframe

Programme framework VECO's programme 2008-2010

VISION — MISSION

Specific Objective 1
Improved livelihood of family farmers through Sustainable Agriculture Chain Development

Indicators / Indicators / Indicators

| Outcome Challenge Local Service NGO's | Outcome Challenge Farmer / Producer Organisations | Outcome Challenge Private Chain Actors |
| Progress Markers | Progress Markers | ProgressMarkers |

| Strategy Maps | Strategy Maps | Strategy Maps |

VECO
Organisational practices

Link with LFA

- Specific objectives
- Objective indicators
- Intermediate results *Each result refers to a specific BP*
- Result Indicators
- Type of activities VECO

Programme Framework VECO's programme 2011-2013: Chain Intervention Framework

VISION — MISSION

Specific Objective 1
Improved livelihood of family farmers through Sustainable Agriculture Chain Development

Indicators / Indicators / Indicators

Chain result 1 (+ind) / Chain result 2 (+ind) / Chain result 3 (+ind) / Chain result 4 (+ind)

| Outcome Challenge Local Service NGO's | Outcome Challenge Farmer / Producer Organisations | Outcome Challenge Private Chain Actors |
| Progress Markers | Progress Markers | ProgressMarkers |

| Strategy Maps | Strategy Maps | Strategy Maps |

VECO
Organisational practices

Link with LFA

- Specific objectives + indicators
- Intermediate results + indicators
- Type of Activities Partners
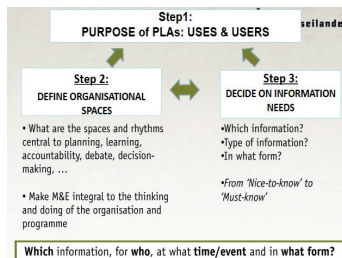- Type of Activities VECO

Ongoing monitoring & learning

Planning, Learning & Accountability (PLA) system

Systematic data collection, sense-making and documentation process

that supports

VECOs **planning** & management process facilitates organisational and institutional **learning** & fulfills VECO's **accountability** requirements.

Step1:
PURPOSE of PLAs: USES & USERS

Step 2:
DEFINE ORGANISATIONAL SPACES
- What are the spaces and rhythms central to planning, learning, accountability, debate, decision-making, ...
- Make M&E integral to the thinking and doing of the organisation and programme

Step 3:
DECIDE ON INFORMATION NEEDS
- Which information?
- Type of information?
- In what form?
- *From 'Nice-to-know' to 'Must-know'*

Which information, for **who**, at what **time/event** and in what **form**?

7 steps to develop the PLA system

1.	Purpose and scope	Identify, clarify and share the main purpose and scope of the PLAs
2.	Organisational spaces and rhythms	Identify the key moment/events and their frequency for planning, learning & accountability
3.	Information needs	Define and prioritise the monitoring and learning questions and specific information needs
4.	Plan for data collection and synthesis	Plan how the data will be collected, stored and synthesized
5.	Plan for sense-making	Plan for critical reflection, analysis and conceptualization
6.	Plan for documentation and communication	Plan how monitoring results will be documented and communicated
7.	Plan for creating organisational conditions	Plan how the necessary organisational conditions and capacities will be established in support of the PLAs

Step 5: Sense-making

vredeseilanden

Sense-making process:

- Monitoring does not end with data generation
- Plan how data is used and analysed > *make it usable for action*
- Focus on social interaction: *sharing, debate, learning, decision-making*
- Should be well-planned & requires facilitation !!
- >> bi-annual multi-stakeholder meetings, home weeks, ...

Outcome Mapping
LEARNING COMMUNITY
www.outcomemapping.ca

Steff Deprez, steffdeprez@gmail.com